

MEMO TO: File

DATE: 10/4/16

FROM: Gayle Redavid, Sales Account Executive for WKXW-FM (NJ 101.5)

REGARDING: Kivvit Contract 6285 – month of September

- 6 spots were bumped from the log on 9/23, but the bumped spots aren't reflected on the contract, only on the broadcast order. Screenshot of the broadcast order is on page 2, showing that 6 spots were bumped, bringing the adjusted total to 84 spots and \$41,790 gross. With the added alternate revenue of \$4,500 gross, the gross SEPTEMBER total comes to \$46,290, and matched the September invoice.

Signature:

Lisa Hensiek, Sales Manager for WKXW-FM (NJ 101.5)

A handwritten signature in blue ink, appearing to read "Lisa Hensiek", is written below the printed name.

ENLARGED DETAILS
FROM SECTION THAT'S
CIRCLED IN
RED BELOW:

1	WKXW-FM Total	497.50	90	44,775.00
	WKXW-FM Adjusted Total: Missed 6 spots (2.00)		84	41,790.00
	WKXW-FM (P)			

Screenshot of broadcast order/contract #6285:

Kivvit NJ Gaming 2635 2of2-01 (6285) - Marketron Sales Order

Home Schedule Line Approvals View

Create Open Import Save Print Preview Header Status Complete Refresh Primary Add Delete Station Station Station

Order Operations Order Actions Station Actions

This order contains revised schedule lines. Revision Summary: Spots (30) \$\$ (16425.00)

1	Dates		Times		Len	Distribution										Per Wk	D/W	\$ Rate	Totals		Priority	Sellout
	Start	End	Start	End		M	T	W	T	F	S	S	Spot	\$\$								
1	9/05/16	9/23/16	6:00 AM	10:00 AM	30	x	x	x	x	x			15	W	510.00	45	22,950.00	2				
!!	Start Mon. End Fri.					Weekly, Mon. - Fri.												3 wks * 15 spts/wk * \$510.00/spt				
																		MISSED: 3				
2	9/05/16	9/23/16	3:00 PM	7:00 PM	30	x	x	x	x	x			15	W	485.00	45	21,825.00	2				
!!	Start Mon. End Fri.					Weekly, Mon. - Fri.												3 wks * 15 spts/wk * \$485.00/spt				
																		MISSED: 3				
3																						
4																						
5																						
6																						
7																						
8																						
9																						
10																						
11																						
12																						
13																						
14																						
15																						

1	WKXW-FM Total	497.50	90	44,775.00
	WKXW-FM Adjusted Total: Missed 6 spots (2.00)		84	41,790.00